

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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february							march						
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8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 1, 1955</u>			
Friday	WEEKLY MILLINERY	LEADING NEW YORK	HOTEL PIERRE
April 1	FASHION SHOWS	MILLINERS	CAFE PIERRE
6:00 P.M.	<u>April 1:</u> Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director:		
Cocktails	Nola Luxford, TE. 8-8000.		

WEEK BEGINNING SUNDAY, APRIL 3, 1955

April 3	PALM SUNDAY -- Beginning of Holy Week.		
Monday	"ORIGINS OF EASTER"	DELMAN	754 FIFTH AVENUE
April 4	EXHIBITION FOR PRESS		SALON
11:00 A.M.	Special exhibition of Easter relics by Dr. Paul Ilton, showing origin of Easter parade, rabbit and egg. Also, preview of Summer shoe fashions by Delman. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday	PREVIEW OF WASHABLE	LEATHER GLOVE	NINO'S LA RUE
April 4	LEATHER GLOVES	INDUSTRIES (411 FIFTH)	6 EAST 58TH STREET
12:00 Noon Luncheon	"Wash Day Luncheon"--press preview of "Launderleather", demonstrating the washing of leather gloves, showing how they remain color-fast and soft even in a washing machine. By invitation only. Commentator: Margaret Arlen. Contact: MU. 6-7956.		
Tuesday	PRESS PREVIEW OF	GUNTHER JAECKEL	2ND FLOOR
April 5	IMPORTED FURS		FUR SALON
10:30 A.M. Coffee	Gunther Jaeckel will invite the press to preview their fur imports, high-lighting small pieces. By invitation. Publ: Carole Paley, PL. 5-7000.		
Tuesday	SPRING AND SUMMER	MME. ARANKA GYORKY	WALDORF-ASTORIA
April 5	FASHIONS AT LUNCHEON	(15 EAST 54TH ST.)	EMPIRE ROOM
12:30 P.M. Luncheon	Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aranka contact: PL. 8-2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Tuesday	SHOWING OF SHEERS FOR SUMMER	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
April 5	"Thins for Your Whims"--additional group of sheers for Summer by Kenneth Tischler at informal daily showings. Contact: LO. 5-7720.		
April 7	PASSOVER - First Day (Thursday) -- (April 7 - 14).		
April 7	HOLY THURSDAY.		
April 8	GOOD FRIDAY.		

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY

Saturday April 9 2:00 P.M.	NINTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their ninth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 10 12:00 Noon; 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Door prizes will include hats, jewelry, bags. Also, entertainment. Price: \$4.00. For reservations, contact: EL. 5-5000. Publ: Olive Prill, EL. 5-5000.	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON & MAIN DINING ROOM
Sunday April 10 12:30 P.M. Luncheon	MILLINERY SHOWING & DESIGNER FASHIONS Annual Easter Sunday fashion show of hats by John Frederics. In addition, fashions by leading national and international designers, many flown here especially for this occasion. A panel of celebrities will judge hats of women in the audience. Reservations: \$6.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: June Johnson, WY. 1-6900. Show will be televised on NBC coast-to-coast network at 12:30 P.M. M.C.: Faye Emerson. Also, M.C. & Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS, INC.; LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Sunday April 10 12:30 P.M. Brunch	MILLINERY FASHIONS AT EASTER BRUNCH "Roses and Pink Champagne"---Easter Sunday brunch and millinery fashion show of special rose motifs with hats by: John Frederics, Walter Florell, Emme, Laddie Northridge, Mr. Arnold, Gustavo, Rose Saphire, Peg Fischer, Beatrice Martin, Helen Liebert, Margaret Cody, Robert Dudley. Price: \$5.00. Reservations: Noel, CI. 6-7700. Contact: Mrs. Sessions, CI. 7-2200.	MILLINERY FASHION BUREAU (1450 B'WAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 10 1:00 P.M. Luncheon	EASTER LUNCHEON AND FASHION SHOW "Let Your Heart Go To Your Head"---a showing of Easter fashions sponsored by the Int'l Silk Ass'n and leading American designers. Entertainment by Victor Borge. Fashions will be televised by Tex and Jinx. Fashion Dir: Eleanor Lambert, MU. 8-2130. Price: \$15.00, for benefit of 1955 Heart Campaign. Contact: N.Y. Heart Fund, 485 Fifth Ave., MU. 7-1600.	N.Y. HEART ASS'N - WOMEN'S DIVISION	WALDORF-ASTORIA BALLROOM
Sunday April 10 1:00 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON Russeks will present Spring and Summer fashions at a special Easter luncheon in association with Evyan Parfum. Luncheon price: \$6.00; contact: EL. 5-2600, Ext. 252. Commentator and publicity: Florence Lord, of Russeks, WI. 7-1900.	RUSSEKS FIFTH AVENUE; EVYAN PARFUM	SAVOY PLAZA HOTEL SAVOY - CAFE LOUNGE
Sunday April 10 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT EASTER LUNCHEON Fourth annual Easter Sunday luncheon and fashion show for benefit of Sister Kenny Polio Fund. Showing of fashions by leading designers, featuring a presentation of children's fashions. Price: \$12.50. Contact: Martha Palmer at Foundation, 500 Fifth Ave., OX. 5-5262.	BENEFIT OF SISTER KENNY FOUNDATION	HOTEL PIERRE BALLROOM

(Continued on next page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday	HAT FASHION SHOW	MR. JOHN, INC.	HOTEL AMBASSADOR
April 10	AT EASTER LUNCHEON		
1:00 P.M.	Showing of millinery fashions by Mr. John P. John at an Easter luncheon.		
Luncheon	Reservations: \$8.00. Contact: PL. 5-1000. Mr. John Publicity: Mary-Jean Mairs, MU. 8-4906. Produced by Mary Alice Rice, CI. 6-1790.		
Sunday	MILLINERY FASHIONS	IRENE OF NEW YORK	HOTEL PLAZA
April 10	AT BENEFIT LUNCHEON		RENDEZ-VOUS ROOM
1:00 P.M.	Showing of hats by Irene of New York at a special Easter luncheon for benefit of Judson Health Center. Price: \$8.00; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday	TWO EASTER SUNDAY	FOR BENEFIT OF DAMON	HOTEL VANDERBILT
April 10	FASHION SHOWS	RUNYON CANCER FUND	DELLA ROBBIA ROOM
1:00 P.M.	Fashions in setting of a Dutch tulip garden, with tulips flown here by KLM Royal Dutch Airlines. Guest of Honor: Hildegard Neff, co-star of		
Luncheon;	"Silk Stockings". Staged by Claire Wilson, PL. 9-3636. Contact: MU. 3-4000.		
5:00 P.M.			
Sunday	PARADE OF	FOR BENEFIT OF	SAVOY PLAZA HOTEL
April 10	"DOGS & DOLLS"	A.S.P.C.A.	CRYSTAL SUITE
4:00 P.M.-	Champagne party for benefit of animal adoption service of A.S.P.C.A.,		
7:00 P.M.	with a parade of adopted dogs--accessorized by Gimbels. Commentator:		
Champagne	Nancy Craig. Price: \$5.00. Contact: Mrs. George F. Elliott, PL. 5-1650.		
Sunday	BENEFIT FOR CITY	CITY CENTER OF	HOTEL AMBASSADOR
April 10	CENTER ART GALLERY	MUSIC AND DRAMA	BALLROOM
4:00 P.M.-	Easter Sunday Tea-Dance, with proceeds for the City Center Gallery,		
8:00 P.M.	M.C.'s: Walter Kronkite and Jessie Royce Landis. Entertainment by		
Tea Dance	Hermione Gingold, Elaine Stritch, Julie Wilson. Tickets: \$8.50; contact: Mrs. Morton Banks, 200 E. 66th St., TE. 8-1513.		
Tuesday	MODEL UNITS IN NEW	AMERICAN INSTITUTE OF	BREVOORT APARTMENTS
April 12	APARTMENT BUILDING	DECORATORS	FIFTH AVE. & 8TH ST.
9:00 A.M.-	Members of the N.Y. Chapter of the A.I.D. will design and execute the		
12:00 Noon	interiors of three model units in the new 19 story penthouse building.		
Breakfast	Preview by invitation only. Open to public for one month, beginning Wed., April 14. Admission: \$1.50, for benefit of N.Y. Heart Fund. Publicity: Richard Dillon Jr., CH. 3-6112.		
Tuesday	PRESS PREVIEW OF	BEST & CO.	13TH FLOOR
April 12	"HAYETTES" FOR JUNIORS		RECREATION ROOM
9:30 A.M.	Best's will preview Summer junior dresses--"Hayettes" by Haymaker. By		
Breakfast	invitation only. Publicity: Gay Stearns, PL. 9-2000.		
Tuesday	PREVIEW: TEXTILES &	THE MUSEUM OF	11 WEST 53RD STREET
April 12	JEWELRY FROM INDIA	MODERN ART	FIRST FLOOR
2:00 P.M.-	Organized under the Museum's International Program for cultural exchange		
5:00 P.M.	among nations, "Textiles and Jewelry from India" will feature historical		
	textiles of several centuries, as well as outstanding modern fabrics		
	chosen for brilliance of coloring, perfection of craftsmanship and modern		
	design. Many of the fabrics will be draped and accessorized. Open to		
	public, April 13 to June 5. Publicity: Elizabeth Shaw, CI. 5-8900.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 12 2:30 P.M.	"KAY JR." SPRING & SUMMER FASHIONS Russeks will present fashions by Kay Jr., (division of Kay Windsor). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Tuesday April 12	OPENING OF EARLY FALL COLLECTION Opening of early Fall collection of Originala coats. By appointment only. Contact: Mr. Mariani, BR. 9-8989.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday April 13 10:00 A.M. Breakfast	PREVIEW OF FALL SWEATERS FROM ISRAEL Press preview of Fall sweaters in fine merino wool imported from Israel. Breakfast By invitation. Publicity: Betty Impellitteri Associates, PL. 3-1170.	ALED, INC.	HOTEL PLAZA WHITE & GOLD ROOM
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 13 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Merchants in 25 categories of retailing will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner for the 1954 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock or Nathan Keats at the Foundation, PL. 9-8425.	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 14 9:30 A.M. Breakfast	PREVIEW OF MATERNITY FASHIONS FOR SUMMER Preview for the press of Macy's maternity fashions, including playclothes, separates and bathing suits. By invitation. Publ.: Barbara Gray, CH.4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 14 1:00 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Mollie Parnis, available at Altman's. Contact: PL. 9-3000. Altman Publ.: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA
Friday April 15 2:30 P.M. & 8:30 P.M.	PREMIERE: CUSTOM- ORDER COLLECTION Robert Martin Tuttle's first collection of afternoon, cocktail and evening gowns. By invitation, contact (after 2:30 P.M.): EN. 2-1573.	ROBERT MARTIN TUTTLE	CARL FISCHER HALL SKY ROOM
Friday April 15 9:00 P.M. Dinner; Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation and the French Hospital of N.Y., with fashions by -- Balenciaga, Balmain, Castillo of Lanvin, Desses, Dior, Fath, Givenchy, Gres. Jewels--Cartier. Furs--Maison Leon. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mme. Couve de Murville. Reservations--\$75.00; contact: Miss Lisette Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 18 1:00 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW "The Knitrip Versatiles"--knit travel wardrobes, designed for Speed-O-Knit Machines by Georgiana Jordan of Chicago. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Speed-O-Knit Publicity: Jonne Craig at Robert Taplinger Assoc., PL. 7-8040.	A. C. WEBER & CO. (CHICAGO, ILLINOIS)	HOTEL PLAZA PERSIAN ROOM
Monday April 18- April 22	HOME FURNISHINGS FABRICS EXHIBITION Woven and printed fabrics, designed by Jack Lenor Larsen; also, imports from Mexico and Haiti. Handwoven rugs and screens; and furniture covered in Larsen fabrics, with settings by Risom, Directional, Dunbar and other furniture manufacturers. Press opening Mon., April 18. Contact: Patricia Pynchon, PL. 8-2415.	JACK LENOR LARSEN (60 EAST 58TH ST.)	ARCHITECTURAL LEAGUE 115 E. 40TH STREET
Monday April 18- April 24	INTERNATIONAL FOOD SHOW -- 1955 Food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Public showings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission: \$1.00. Contact: P. Gordon Saville, 7 Park Avenue, MU. 6-7431.	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
Tuesday April 19 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's Forum and Seminar for manufacturers, buyers, retailers. Tickets: \$100.00. Contact: Irving Silverman at Esquire, PL. 9-3232.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 19 9:30 A.M. And 3:30 P.M.	PREVIEW: GIRLS' FALL LINGERIE, SLEEPWEAR Munsingwear will present their Fall lingerie and sleepwear collection for girls at two showings: <u>press</u> breakfast at 9:30 A.M.; <u>resident buyers</u> at 3:30 P.M. By invitation only. Contact: Rona Monell, at Munsingwear, MU. 2-5580.	MUNSINGWEAR	260 MADISON AVENUE SHOWROOM
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON "The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc., PL. 3-1532. Hospital Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 19 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Presentation of Jerry Gilden's Summer fashions by Russeks. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 19 4:00 P.M.- 7:00 P.M. Cocktails	HOME FURNISHINGS & ACCESSORIES PREVIEW Showing of 10-room duplex apartment in a decor designed by Jane Ashley, A.I.D., and her Associated Interior Decorators; and Mildred Irby, A.I.D. By invitation only. Contact: Carolyn Martin, AL. 4-6969.	HOUSE OF TIME	471 PARK AVENUE 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 20 12:00 Noon Luncheon	FALL AND WINTER FABRICS LUNCHEON The Fashion Group's Fabrics Luncheon, with Estelle Hamburger speaking on "Fashion Materialism". Commentator & Chairman: Vesta Shaffer. Co-Chmn.: Margaret Ingersoll. Exhibit & staging: Walter Hazeltine. Prices: \$5.50 for members; \$6.50 for guests. Exhibit from 10:00 A.M.-4:00 P.M., \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday April 20 12:30 P.M. Luncheon	GOThÉ FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Gothé. Press by invitation. Public by reservation; contact: EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Fashions Director: Madeleine Riordan, EL. 5-3000.	DAVID E. GOTTLIEB, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 21 1:00 P.M. Luncheon	DESIGNER FASHIONS IN GALEY & LORD COTTONS De Pinna will present fashions by leading designers in Galey & Lord cottons. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday April 21 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION "Flame and Smoke"--White Stag will preview their Fall collection, emphasizing ember tones. By invitation only. Publicity: Barbara McGinness at White Stag, BR. 9-1975.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Friday April 22 9:30 A.M. Breakfast	"FASHION STORY OF A FIBER -- A FABRIC" Illustrations and uses of a new fabric, from fiber to finish, at a fashion review for retailers and press. Experts from DuPont, Fabrex and Sanco Piece Dye Works will explain fabric performance potential during an informal question-and-answer period following show. <u>Show promptly at 10:00 A.M.</u> By invitation only. Fabrex Publicity: Hilde Straus, CH. 4-4500.	FABREX CORP.	MET. OPERA HOUSE CLUBROOMS (B'WAY ENT.)
April 24	DAYLIGHT SAVING TIME BEGINS -- Sunday. (Move clocks ahead one hour).		
Tuesday April 26 12:30 P.M.	SHOWING OF SUMMER SPORTSWEAR Saks 34th will present their Summer sportswear collection. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Wednesday April 27 6:00 P.M.- 8:00 P.M. Reception	COTTON FASHION AWARD IN WASHINGTON, D.C. Third annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of National Cotton Council. Sponsored by Dan River Mills, Galey & Lord, Herbert Meyer, Skillmill, Inc. (Hope Skillman), M. & W. Thomas. Also, Members of Guild of Independent Cotton Converters: Arthur Beir Co., Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Peter Pan Fabrics, Stern & Gutman, Stoffel & Co. A jury of twelve from retailing and press will select designer to receive the award. Fashion show at 7:00 P.M. of Summer cottons by leading American designers and this year's winner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	MAYFLOWER HOTEL WASHINGTON, D.C.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
3 Wednesday April 27 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOW Showing of custom-order and ready-to-wear fashions for Summer by Charles Gelatt. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-5300. Publicity: Russell O'Neil, TE. 8-2975. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CHARLES GELATT (27 EAST 62ND ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 28 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics Division luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Prices will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Thursday April 28 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Ohrbach's will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Ohrbach Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Saturday April 30- May 15	SEMI-ANNUAL COSTUME JEWELRY SHOW Fifth Costume Jewelry Show, for wholesalers only. Contact: LO. 4-0576.	COSTUME JEWELRY MFRS. ASS'N	HOTEL MARTINIQUE
May 1- May 7	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Monday May 2- May 4 10:30 A.M.; 3:00 P.M.	PREVIEW OF "FOOTWEAR FOR MODERN LIVING" Oomphies will preview their collection of back-to-school and pre-holiday "footwear for modern living" on May 2, 3, 4 at 10:30 and 3:00. By invitation only. Contact: Pat Kannon, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SUITE 7720
Tuesday May 3 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Sunday May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets." Contact: Arthur Freeman, 430 Park Avenue, PL. 1-3500.		
May 8- May 11	SHOE SHOW IN ATLANTA BY SOUTHEASTERN SHOE TRAVELERS ASSOCIATION. Contact: Shoe Ass'n., 1108 Mortgage Guaranty Bldg., Atlanta 3, Ga.		
Monday May 9 12:30 P.M.; 6:00 P.M.	SHOWING OF COTTONS BY KAY WINDSOR Saks 34th will present Summer cottons by Kay Windsor. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 10 3:00 P.M.	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at 3:00 P.M. daily. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
Wednesday May 11 12:00 Noon Luncheon	CHILDREN'S FASHION & HOME FURNISHINGS SHOW First presentation by The Fashion Group of children's fashions in home furnishings and ready-to-wear. (More details later). Chairmen--Home Furnishings: Margaret Hockaday and Jane Scriven; Children's: Nancy White. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR BALLROOM
May 14- May 21	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Betty Fryman, 220 Fifth Ave., LE. 2-3960.		
Monday May 16 12:00 Noon Luncheon	EIGHTEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present the Eighteenth Annual Awards Luncheon. (More details later). Public Relations: Rea Iubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Tuesday May 17 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publ: Terry Mayer, BR. 9-6560.	HAYMAKER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
May 30	MEMORIAL DAY--Legal Holiday (Monday).		
Sunday June 5- June 8	FALL MARKET WEEK IN CALIFORNIA Contact: Marjorie Carne, 740 South Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS, INC.	HOTEL AMBASSADOR LOS ANGELES, CALIF.

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning	ADLER & ADLER, INC.	550 Seventh Avenue.	BR. 9-9600
Monday	DAVIDOW	550 Seventh Avenue.	PE. 6-6909
June 6	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN-ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue.	PE. 6-0444
	Contact individual manufacturers.		

	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
Beginning Monday June 6	The following members of the FOGA will open their Fall collections:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOCIATES	MARTIN SIMON, INC.
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	NAT KAPLAN, INC.	FRANK STARR, INC.
	WILLIAM FOX, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	PAUL PARNES CORP.	HANNAH TROY, INC.
	A. GOODMAN & CO.	BEN REIG, INC.	SAMUEL WINSTON, INC.
	GRABOIS	RUDOLF GOWNS	
	Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...OPERA

Monday
April 4 TWENTY-SECOND & FINAL WEEK: METROPOLITAN OPERA MET. OPERA HOUSE
Mon., April 4: Richard Strauss' ARABELLA. Wed., April 6: Verdi's AIDA.
Thurs., April 7: Bizet's CARMEN. Fri., April 8: Wagner's PARSIFAL.
Sat. Mat., April 9: Gluck's ORFEO ED EURIDICE. Sat., Eve., April 9:
Johann Strauss' FLEDERMAUS. Publicity: Francis Robinson, PE. 6-1200.

Tuesday
April 5 FOURTH WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Tues., April 5: DER ROSENKAVALIER. Wed., April 6: DON PASQUALE.
Thurs., April 7: THE TALES OF HOFFMANN. Fri., April 8: LA BOHEME.
Sat., Mat., April 9: CARMEN. Sat., Eve., April 9: DIE FLEDERMAUS.
Sun., Mat., April 10: CAVALLERIA RUSTICANA and I PAGLIACCI.
Sun., Eve., April 10: THE MERRY WIVES OF WINDSOR. Tickets: \$1.50-\$3.60.
Publicity: Miss Alix B. Williamson, CO. 5-1758.

Tuesday
April 5 OPENING: "TEACH ME HOW TO CRY" THEATRE DE LYS, 121 CHRISTOPHER ST.
 LPS Productions, Inc. will present a new play by Patricia Joudry with
 Deirdre Owens, Richard Morse, Nan McFarland. Director: Robert Hartung.
 Production designed by John Blankenchip. Publ.: Max Eisen, OX. 5-1864.

Wednesday
April 6 OPENING: "3 FOR TONIGHT" PLYMOUTH THEATRE, 236 WEST 45TH ST.
 A Paul Gregory-Charles Laughton Production, starring Marge and Gower
 Champion, Harry Belafonte, choral group of Walter Schumann with Hiram
 Sherman, Betty Benson. Staged and directed by Gower Champion. Lyrics:
 Robert Wells. Music: Walter Schumann. (Note Change of Date.)
 Publicity: Karl Bernstein, CI. 6-0427.

Saturday
April 9 PREMIERE: "THE PURPLE PLAIN" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 J. Arthur Rank - United Artists release of a Technicolor production of
 an adventure story set in Burma. Starring Gregory Peck with Win Min
 Than, Brenda de Banzie, Bernard Lee, Maurice Denham, Lyndon Brook,
 Ram Gopal. Producer: John Bryan. Director: Robert Parrish. U-A
 Publicity: Tess Michaels, CI. 5-6000.

Tuesday
April 12 OPENING: "CHAMPAGNE COMPLEX" CORT THEATRE, 138 WEST 48TH ST.
 Gayle Stine will present Leslie Steven's new comedy starring Donald Cook,
 Polly Bergen, John Dall. Director: Muchael Gordon. Production designed
 by Charles Elson. Publicity: Sam Friedman, PL. 7-4380.

Wednesday
April 13 OPENING: "MEET THE PEOPLE-1955" CAFE THEATRE, 235 W. 46TH ST.
 Lionel Stander and Jay Gorney will present a musical revue (in a new
 theatre with dining and dancing during the show) by Jay Gorney, Edward
 Eliscu and Henry Myers. Featuring: Jerry Ames, Greta Aldene, Conrad
 Buckner, Mickey Calin. Director: Mortimer Offner. Scenic design &
 lighting: Lester Polakov. Costumes: Michael Travis. Choreography:
 Fred Kelly. For reservations: contact: JU. 6-9666. Publicity: Ivan
 Black, PL. 5-4760.

Monday
April 18 OPENING: "ANKLES AWEIGH" MARK HELLINGER THEATRE, 237 W. 51ST ST.
 Howard Hoyt-Fred F. Finklehoffe-Reginald Hammerstein will present a
 musical by Guy Bolton and Eddie Davis about a Hollywood starlet's honey-
 moon in the Mediterranean with her sailor husband. Music: Sammy Fain.
 Lyrics: Dan Shapiro. Starring: Betty and Jane Kean, Mark Dawson, Lew
 Parker, with Gabriel Dell, Thelma Carpenter, Betty George, Mike Kellin.
 Director: Mr. Finklehoffe. Settings: George Jenkins. Costumes: Miles
 White. Choreography: Tony Charmoli. Publicity: George Ross, BR. 9-5906.